

Where Can I Find a Good Man?

Hundreds of dealers have asked this question—here's the answer and the man.

1. Above all he is honest and trustworthy.
2. Twenty years of actual experience managing and owning Ford agencies and kindred lines.
3. Able and energetic—he is free now because of certain changes in manufacturing policy over which he had absolutely no control.
4. Any desired references will gladly be furnished and he expects some in return.
5. He doesn't want or need "a million dollars"—but he does expect a share in the increased profit he produces.
6. And, perhaps best of all — he is willing and earnest.

If there is room in your organization for this man, an interview can be arranged by writing or wiring

Box 166

The Ford Dealers News
117 West 61st St., New York

Sells easily because it LIFTS easily!

TRY it yourself! Perhaps you've seen easy-lifting jacks before, but you'll hand this one the world's championship!

Hydraulic power is the secret—smooth, easy, never-failing. Short or long strokes of the handle raise the load with amazing ease.

To lower, turn release valve with handle tip and down comes the car smoothly at controlled speed. The handle withdraws jack—no kneeling.

Advertising in The Saturday Evening Post is acquainting tens of thousands of motorists with Blackhawk Jacks.

See your jobber salesman about a Free Demonstrator. Put it on display and watch it do the selling.

Blackhawk Jacks are made in capacities from 1½ to 75 tons for cars, trucks, busses and industrial work. Write for catalog.

BLACKHAWK MFG. CO.
DEPT. H, MILWAUKEE, WIS.

Canadian Representative:
A. H. Fraser & Co., 32 Eastern Ave., Toronto

A Volume Seller!

"Tourist" model illustrated is the ideal jack for Fords. Lifts 1½ tons with amazing ease. The low list price of \$7.90 brings in volume business.

BLACKHAWK JACKS HYDRAULIC OIL-POWER

PIERCE CRASHES PRICES

"And the king joins the commoners"—while many folks ask if it's still the same king. For years, Pierce-Arrow was one of the much quoted "last words" in the industry. Starting when nearly all cars were imported, they built up an enviable standing in the important centers. During the war they built too much factory and that factory still stands partly empty. They

announced lower priced lines and they sold some—but not enough. They cut prices here and there and still volume didn't come fast enough. They cast about for help—dividends were passed—loans were floated and finally a consolidation with Studebaker was arranged.

And then prices were crashed, not \$25 or \$50, but from \$300 to \$600 on various models. They aren't saying anything about "new" models, but they are mak-

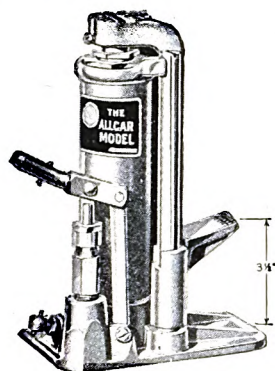
ing a most desperate effort to attract buyers. Their most expensive models are not included in the latest cuts. Apparently they hope to still retain their prestige in the higher priced lines. The models in the "81" line are the victims, and folks who used to boast of owning a Pierce-Arrow will have much less to boast about. All of which seems to indicate that "things aren't what they used to be," even among the aristocrats.

"ALLCAR" JACK NEW PRODUCT OF BLACKHAWK

Will Handle Any and All Cars; Big Seller for Ford Dealers

Here is the hydraulic jack in its most useful form—the new Blackhawk "Allcar." This sturdy lifter, as its name implies, will handle any and all passenger cars. It is Blackhawk's answer to the widespread demand for a medium-priced hydraulic jack that can be used by all motorists.

No axle too low or awkward for the Allcar. If the head can't be easily engaged, the adjustable toe always can. The Allcar has a working range from 3½ to 16 inches.



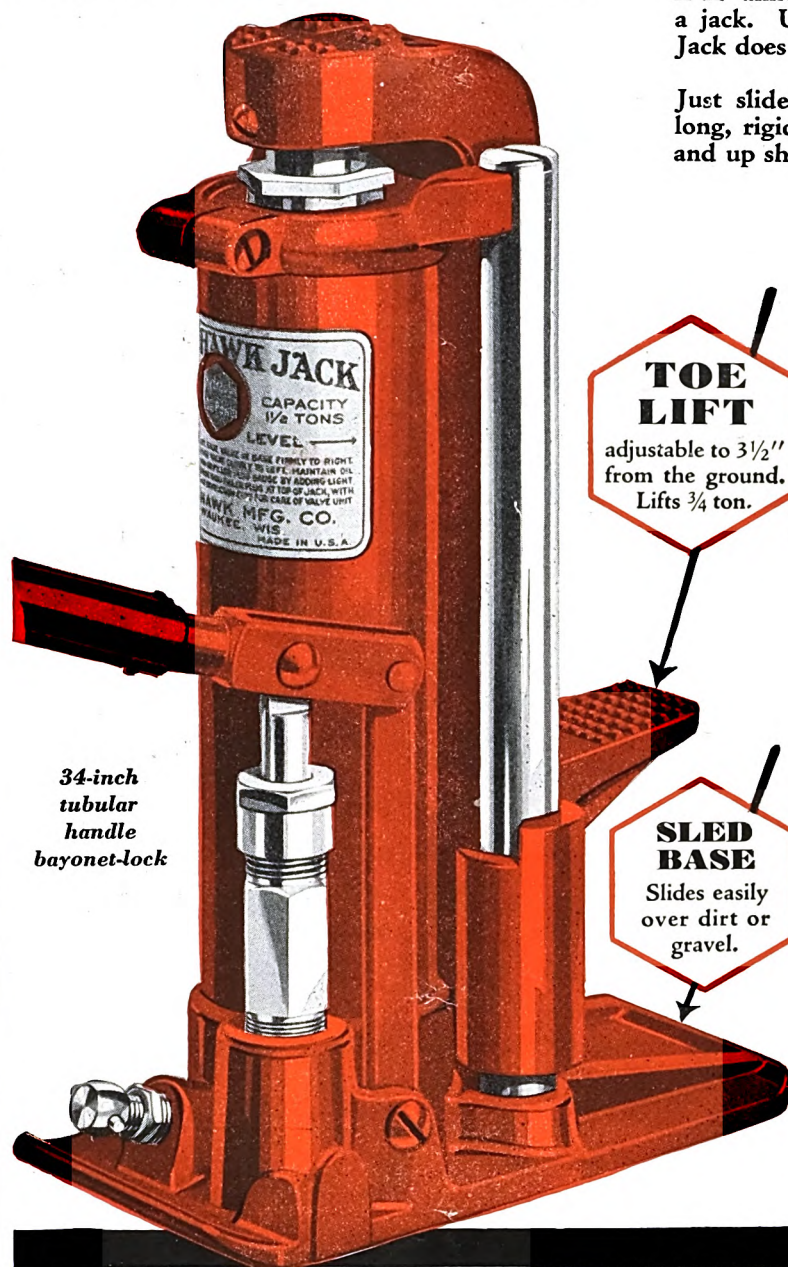
Notice the broad Sled Base. This makes the Allcar very easy to slide into position, especially on rough roads, gravel and crushed rock. Rated capacity of the Allcar is ¾ ton on the toe and 1½ tons on the head. Like all Blackhawk Jacks, operation of the Allcar is amazingly easy. Lightest strokes of the 34 inch tubular handle raise the load steadily. To lower, you simply open the release valve with the handle-tip and the car eases down, quickly and safely. Shipping weight of the J-10 is 18 lbs. (net weight 14½ lbs.) packed neatly, one to the carton. Two-piece handle—No. 1—in separate carton. J-10 lists at \$12.90.

NEW COOPER CUTOUT READY

The Cooper Manufacturing Company, Marshalltown, Iowa, are building a special cutout for the new Ford and the new Chevrolet. An entirely new cutout valve was designed. Although the same type of valve is used for both the new Ford and Chevrolet, these are two distinct sizes and must be ordered separately.

HYDRAULIC!

Let Ford owners "sell" themselves on this Allcar model



A DEMONSTRATION of this popular model is almost sure to make a sale to a real prospect for a jack. Under any and all conditions this Blackhawk Jack does the job without a murmur.

Just slide it under—engage ram or sturdy toe—give long, rigid handle a few easy strokes, short or long—and up she is! Then, to lower, just open release valve with handle tip, and down she comes, smoothly and quickly. That's the joy of hydraulic jacking! List price \$12.90.

Send for your Free Demonstrator Display and watch it work for you. Advertising every month in Saturday Evening Post is creating big demand.

Ask your jobber's salesman and write for catalog of complete line—1½ to 75 tons capacity.

**BLACKHAWK
MFG. COMPANY**

Dept. H, Milwaukee, Wis.



"Tourist"

Lifts 1½ tons easily
8½ inches low,
14½ inches high.
34 inch 2-piece handle

Weights 7½ pounds. One of the most popular models in the line. A volume seller at \$7.90 list

BLACKHAWK JACKS HYDRAULIC OIL-POWER

IMPROVED TYPE HEATER READY BY COOPER CO.

Ford Dealers will be interested in the new heater for the Model A—developed by the

Cooper Mfg. Co. of Marshalltown, Iowa. With unusually large heating chamber and spacious deflector facing the fan—a steady flow of clean, fresh warm air is forced into the car. The Cooper Company point out that no road dirt—no carbon monoxide gases—no disagreeable noises are possible with

this new "Custom-bilt" heater for Model A Fords.

List price of this heater is only \$3.00—installation is quickly made. The Cooper Factory is enjoying a very large demand for this model, but their new and modern plant is equipped for large volume heater production, and orders will be filled promptly and on time.

JUST SAY YOU SAW IT IN THE FORD DEALERS NEWS

IT'S EASY TO GET A WRONG IMPRESSION

Even Insiders in the Industry
Have Failed on the Test
Outlined in This Story

Reputation and prestige come close to meaning the same thing. Advertising and intensive sales work often lead to false impressions of greatness that are quite difficult to clear out of the average mind.

Many of us in the industry are actually pretty poor guessers when it comes down to actual facts, and the following interesting test may prove this statement quite exactly.

Cadillac and La Salle are both honored names in the industry. Well advertised, well sold and firmly placed in the public mind. Hupmobile has been presumed to be one of the outstanding successes of the past year. New models, good lines and all the old quality that brought customers back season after season without argument. Graham-Paige is a newcomer this year. The old Paige line didn't take and the new company had very little to boast about as a heritage.

Now, here's the test referred to in the preceding paragraph—which one of these three companies has produced the greatest number of cars this year—Cadillac-LaSalle or Hupmobile or Graham-Paige?

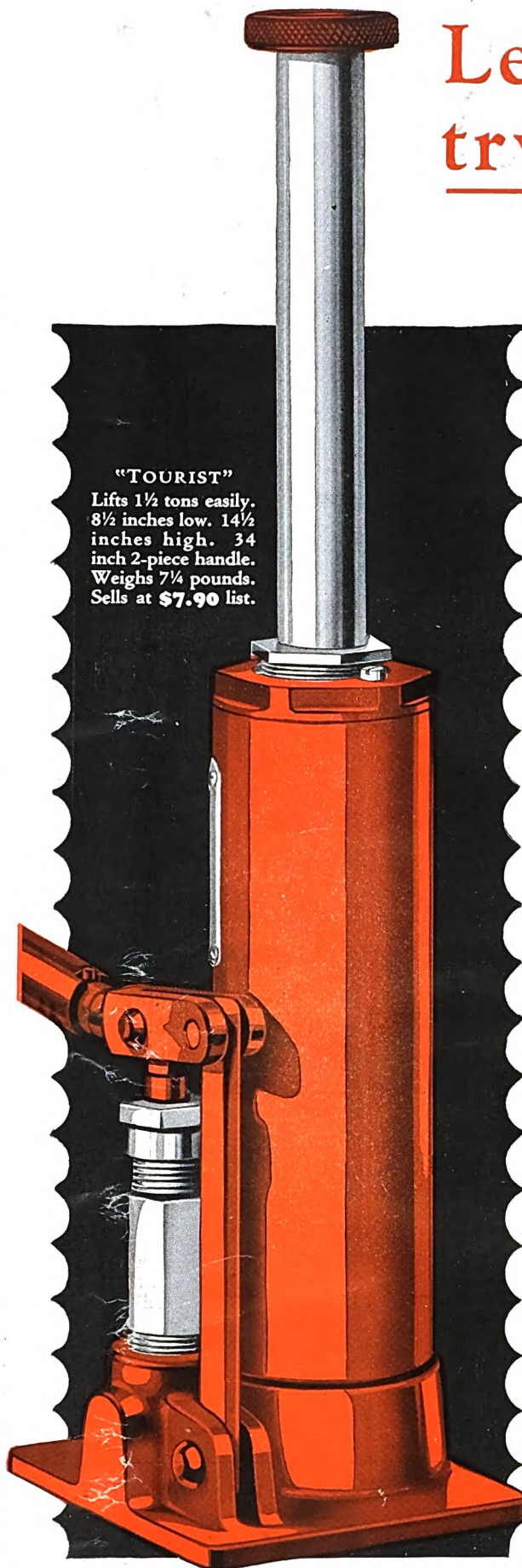
Most folks will say Cadillac-LaSalle with Hupmobile second and Graham-Paige last.

Here are the actual figures: Graham-Paige 58,730, Hupmobile 50,457, Cadillac-LaSalle 30,000.

How nearly correct were you?

PACKARD RECORD

August was a record month for Packard. The new eight took hold quickly and 5001 cars were shipped. In announcing the new eight in line at a lower price, the interesting fact was discovered that every 8 cylinder car made in Europe is now a "straight" 8—this type having superseded all "V" types. In this country, Lincoln and Cadillac still stick to the "V" type as being the best answer to the problem.



"TOURIST"

Lifts 1½ tons easily.
8½ inches low. 14½
inches high. 34
inch 2-piece handle.
Weighs 7¼ pounds.
Sells at \$7.90 list.

Let a Ford owner try this jack— he'll buy!

One demonstration will convince a customer that the Blackhawk Hydraulic Jack is the world's easiest operating jack.

The long, rigid handle guides the jack quickly into place. Easy long or short strokes exert tremendous hydraulic power and the car goes up quickly and smoothly.

To lower, simply turn release valve with handle end—the car comes down smoothly at controlled speed. No pumping—no reaching under.

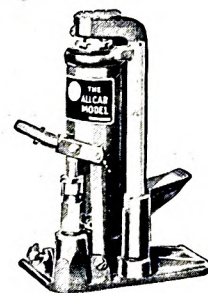
Advertising every month in the Saturday Evening Post is creating a big demand. Our Free Demonstrator Display is a powerful sales help. Ask your jobber's salesman about it.

Write for catalog of complete line—capacities from 1½ to 75 tons.

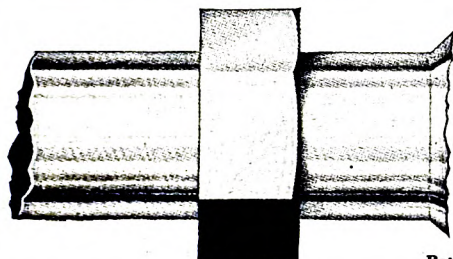
Blackhawk Mfg. Company
Dept. H., Milwaukee, Wis.

ALLCAR MODEL "takes 'em all"

Has two lifting points with toe-lift reaching down to 3½ inches from ground if necessary. Handles all cars under all conditions—on cement pavements or deep rutted dirt roads. List price \$12.90.



BLACKHAWK JACKS HYDRAULIC OIL-POWER



Patent Applied For

NEW EXHAUST FLANGE for Model T FORDS

This quick-selling unit replaces any broken flange on the Model T exhaust pipe. No cutting or changing of parts—just slip the flange in the pipe and tighten up the pack nut. No asbestos packing is necessary.

Flanges are mounted one dozen on a counter display card. They sell themselves and bring quick profits to all dealers. Dealers and Jobbers write for Discounts.

List Price
35¢

THE WENNETT MFG. CO., 24 Sudbury St., BOSTON, MASS.